

Wells, Rich, Greene, Inc./767 Fifth Avenue/New York, N.Y. 10022/Plaza 8-4300

September 30, 1982

Ms. Karen Eisen
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

Dear Karen:

This forwards the information you requested regarding projective statements to be used in the upcoming Switching Study.

The attached lists include statements from the Philip Morris Tracking Study, the Image Study, VALS (the SRI Values and Life-styles Study) and other studies conducted for clients of Wells, Rich, Greene. The statements have been divided into the three categories you requested --occupation, leisure and aspirations-- along with additional statements concerning values and self-perceptions. These additional statements may be especially helpful when used in conjunction with the three primary categories to determine psychological profiles. Those statements we believe would be especially discriminating, because of their diversity and representativeness of other statements, are starred in the lists.

Although the individual items have been subject to various analyses in other studies, the group itself has, of course, not been tested. Also, results may be different for smokers than for original respondents. Once the items are tested and a factor analysis of the results is conducted, we can use the information as a basis for learning and as a benchmark for development of an ongoing system of statements.

Please let us know if we can provide any additional information about this project.

Sincerely,



Pamela Rogers

cc: M. Hysen
R. Cohen

PR/mlly

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